



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

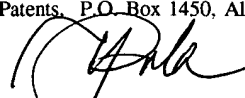
Inventor:	SLANEY et al.	Examiner:	Dominic D. Saltarelli
Application No.:	09/724,956	Art Unit:	2623
Filed:	November 28, 2000	Docket No.:	INT1P914
Title:	AUCTION FOR TARGETED CONTENT		

CERTIFICATE OF MAILING

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Veronica Pula

INFORMATION DISCLOSURE STATEMENT  
UNDER 37 CFR §§1.56 AND 1.97(b) BEFORE MAILING OF A FIRST OFFICE ACTION

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Dear Sir:

The references listed in the attached PTO SB/08, may be material to examination of the above-identified patent application. Applicants disclose these references in compliance with their duty of disclosure pursuant to 37 CFR §§1.56 and 1.97. The Examiner is requested to make these references of official record in this application. Copies of the cited references are provided to the extent required by 37 CFR §1.98 and any applicable waivers.

This Information Disclosure Statement is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that these references indeed constitute prior art.

This Information Disclosure Statement is being filed (1) with the above-referenced application or (2) within three months of the filing date of the above-referenced application or (3) before the mailing date of a first Office Action on the merits or (4) before the mailing date of a first Office Action after filing of a Request for Continued Examination. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement. However, if it is determined that any fees are due, the Commissioner is hereby authorized to charge such fees to Deposit Account 50-0685 (Order No. INT1P914 ).

Respectfully submitted,  
VAN PELT, YI & JAMES LLP



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PTO/SB/08 (08-03)

Substitute for form 1449/PTO

**Information Disclosure  
Statement By Applicant**  
(Use as many sheets as necessary)

Sheet 1 of 2

**Complete if Known**

Application No.:	09/724,956
Filing Date	November 28, 2000
First Named Inventor	Malcolm Slaney
Art Unit	2611
Examiner Name	Dominic D. Saltarelli
Atty Docket No.	INT1P914

U.S. Patent Documents					
Examiner Initials	Cited	Document Number Number-Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Substitute for form 1449/PTO  <b>Information Disclosure Statement By Applicant</b> <i>(Use as many sheets as necessary)</i>				<i>Complete if Known</i>	
				Application No.:	09/724,956
				Filing Date	November 28, 2000
				First Named Inventor	Malcolm Slaney
				Art Unit	2611
				Examiner Name	Dominic D. Saltarelli
Sheet	2	of	2	Atty Docket No.	INT1P914

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Examiner Initials	Cite <sup>1</sup>	Foreign Patent Document Country Code-Number-Kind Code <i>(if known)</i>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	OO:	WO/99/55066	10-28-1999	LUEBBERING et al	
	PP:				
	QQ:				

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issu number(s), publisher, city and/or country where published	T <sup>2</sup>
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Examiner	Date Considered
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Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered.  
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T<sup>2</sup> = Applicant is to place a check mark here if English language Translation is attached